

Media Advisory

from the South Carolina Forestry Commission



FOR IMMEDIATE RELEASE: Friday, Sept. 30, 2022

Wood Magic Forest Fair kicks off next week at Clemson's Garrison Arena

Media encouraged to attend the state's longest-running, touring conservation-related educational event

The South Carolina Forestry Commission invites all Upstate-area news outlets to attend its annual **Wood Magic Forest Fair** at the T. Ed Garrison Arena and Expo Center at Clemson University Tuesday, Oct. 4. This year marks the return of Wood Magic, a fun-filled, forestry festival for fifth-graders, after a two-year hiatus because of the COVID-19 pandemic.

A day program of forestry-related educational experiences and demonstrations, the fair combines hands-on activities with visually engaging presentations in teaching children about the importance of forest lands to wildlife, the economy and our daily quality of life.

The fair isn't just a walk in the woods; it's a learning experience. South Carolina's Wood Magic Forest Fair is a comprehensive environmental education program correlated to state curriculum standards in science and language arts. More than 30,000 students from every corner of the state have participated in the program since its inception in 1999, the overwhelming majority of whom demonstrate a significant gain in knowledge about forests after attending. Post-tests reveal an average of 30 percent improvement in students' understanding of the material presented at the fair.

The Forestry Commission conducts three separate week-long Wood Magic Forest Fairs at different locations around the state each fall, hosting up to six different school groups each day.

The best visual opportunities for the media will be from **9:30 a.m.-12 p.m.** as students rotate between six tour stops, each dedicated to a different aspect of forestry and its impact on our lives. Throughout the day, children will:

- make their own paper;
- see a real sawmill cut boards from a log;
- dress up like firefighters to learn about forest fires and prescribed fires;
- learn how forests protect water and produce clean air;
- discover everyday products that come from trees.

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Title sponsors of Wood Magic include the Sustainable Forestry Initiative State Implementation Committee, SC Tree Farm Committee, Weyerhaeuser, Palmetto AgriBusiness Council, International Paper and Rayonier.



Media credentialing

Media interested in covering the fair must be credentialed at the check-in desk.

WHEN: 9:30 a.m.-12 p.m.
Tuesday, Oct. 4

WHERE: T. Ed Garrison Arena
1101 West Queen Street
Pendleton 29670

WHOM: **Matt Schnabel**
TO CALL: SCFC Env. Education
(803) 728-5968

Video/photo opportunities and interviews will be made available to all credentialed media. The best visual opportunities for media will be from 9:30 a.m.-12 p.m.